



NOTICE OF SANDOVAL COUNTY
LODGERS TAX ADVISORY BOARD MEETING - MINUTES
December 4, 2023

Attendees (*industry and community representatives*): Mary Street, Ruth Bouldes
County Tourism Department Staff: Dora Dominguez, Natasha Remchuk, Christina Jones.

Larry O'Hanlon, Lodgers' Tax Advisory Board Member, not in attendance.

The Sandoval County Lodgers Tax Advisory Board held its quarterly meeting on Monday, December 4, 2023 at 10 a.m. Meeting location: El Zocalo Event Center (Salazar Building, 2nd Floor Offices), 264 S. Camino Del Pueblo, Bernalillo, NM 87004.

Submission of public comments and access to this and past meeting agendas and minutes are available on the County's website under Sandoval County Lodger's Tax Advisory Board or linked at:

www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-board/

For questions or assistance, please contact Natasha Remchuk, Sandoval County Tourism Coordinator, at (505) 867-7599 or email nremchuk@sandovalcountynm.gov

Minutes

1. Welcome & Introductions – Dora Dominguez, Sandoval County Tourism, Business & Economic Development Director
2. Sandoval County Lodgers' Tax (unincorporated areas) Financial Report – Dora Dominguez, Sandoval County Tourism Director
 - FY24 Budget prior year carryover \$20,921.92. FY24 Lodgers' Tax revenue/budget (based on prior fiscal year amount collected) is \$12,500.00. Current Balance (Year-to-Date) \$8,439.61. The sole source of lodgers' tax revenue for Sandoval County (unincorporated areas of the County) are from short-term rentals (STRs). The County's Tourism Department staff continue to strive to simplify the STR registration and lodgers' tax remittance process for the County. STR owners now have the ability complete annual business registration process online as well as remit lodgers' tax online with credit card or bank draft. STR owners may also call the office to pay by phone or mail in check. General discussion regarding compliance and how to best encourage STR owners to comply with remittance of lodgers' tax and maintain annual business registration requirements. The County is able to withhold issuance of county business registration and provides a list to State Tax & Revenue of those properties under compliance with lodgers' tax remittance. County will also not award in federal or state small business grants administered by the county to a STR business not in lodgers' tax compliance.

The link for lodgers tax information and to access business registration and lodgers' tax remittance is:

<https://www.sandovalcountynm.gov/departments/economicdevelopment/business-registration/>

3. Open Board Seats – N. Remchuk outlined status of current open board seats. Open seats include one seat for owner or operator of lodging entity; one seat for tourism-related industry and one seat representing the general public. List of current board members and open board seats as well as information about Sandoval County Lodgers' Tax Advisory Board is posted online at:
 - www.sandovalcountynm.gov/departments/economicdevelopment/lodgers-tax-advisory-boardMary Street shared names of individuals that might be interested in filling a board seat. The RV Park owner in San Ysidro (near Ponderosa) was one suggestion provided for staff follow-up.
4. Sandoval County Outdoor Adventure Guide, Tourism Website (SeeSandoval.org) & Website Travel Itinerary App Update – N. Remchuk provided attendees with printed copies of the Sandoval County Outdoor Adventure Guide and an overview of how the guide is to be used.
5. New Mexico True Cooperative Marketing & Advertising Grant Project Update – N. Remchuk, provided the following update.
 - NM Coop Grant Award Summary & Payment Summary FY24 - The total value of award with Sandoval County Tourism Alliance (SCTA) and State matched amounts for FY24 is \$43,665. The NMTD match is \$29,110 and Partner (SCTA) commitment is \$14,555. First Coop Grant (match) payment was July 10, 2023 for \$7,277.50 and the second payment is due December 1, 2023 for \$7,277.50. Sunny505 is the Sandoval County Tourism & Marketing Advertising Agency of record and administer the payments and billings for NM True Coop Grant Awards. The FY24 project(s) award includes:
 - Still Photo Add-On to Video Package (20 photo selects to accompany video storyteller content/locations) – total value \$3,450.00
 - Project shoot selected – Fenton Lake to include people camping, canoeing – kayaking – hiking, biking. Forest Ranger to provide video voiceover narrative.
 - Pueblo to Feature is Kewa (Santo Domingo) Pueblo – Showcase the dancers, pottery and art, Pueblo Governor to provide video voiceover narrative.
 - Video Project(s) to include:
 - 1 @ 30 second video
 - 3 @ 15 second widescreen storytelling (digital or broadcast use)
 - 3 @ 15 second vertical story telling with audio, no logo
 - Still Photo Shoot (30 selects featuring three prioritized visitor experiences) - total value \$5,295.00
 - Task to be completed includes identifying a voice narrator for video shoot for Fenton Lake and a voice narrator for Santo Domingo Pueblo video shoot
 - Other package awarded includes - Blue Corn Package (Foundational): This is a managed search data resource to assist with Facebook Static – total value \$19,950.00
6. Social Media Platforms Like & Share Reminders – N. Remchuk and group discussed the importance of sharing and linking to content posted on the county's tourism social media platforms.
7. Next Meeting Date Proposed & Approved
 - 4/1/2023 at 10 a.m.
8. Adjourn
 - At 11:30 a.m.